



# ZONAR PARTNER NETWORK

## PROGRAM OVERVIEW



DIFFERENTIATE YOUR OFFERINGS. EXPAND YOUR REACH. HELP UNLOCK CUSTOMER POTENTIAL. ALL WITH THE SUPPORT OF ZONAR CERTIFIED TRAINING, AND SALES AND MARKETING BENEFITS.

## **BECOME A PARTNER**

**Build a strong future, together. With more than 400,000 Zonar subscribers and counting, expand your fleet footprint and grow your business with our innovative platform for years to come.**

We've teamed up with industry innovators to provide leading-edge solutions, unparalleled customer service, and impressive value beyond just a simple product or service. Our collaborators cover the spectrum of fleet management and operations, from commercial vehicle manufacturers to app developers. Partner with us to differentiate your offering, expand your reach, and help your customers unlock their full potential.

## **WHY ZONAR?**

**Driving technology. Fueling efficiency. Empowering people. Our core tenets speak volumes about our focus, our future direction and why you should be a part of it.**

Founded in 2001, Zonar had one simple idea: That electronically verified inspections could revolutionize the way vehicle pre- and post-trip inspections are conducted. By doing so, we could increase safety for everyone on the road and minimize the risk of on-the-road breakdowns.

Since our inception, we have grown in size and scope to become a leading provider of complete technology solutions for smart fleet management—including our patented EVIR® system. We've achieved that status by consistently innovating on technology that helps our customers and partners operate more efficiently across industries and verticals.

Today, we're looking to expand our network with organizations leading the way in innovative and value-added solutions, forming a three-way partnership with the customer at the center, for best-in-class support and professional business services.

## **PARTNERSHIP PROGRAM LEVELS**

**We recognize there is no one-size-fits-all partnership. Choose a level that best suits your organization's business model and service/solution offering.**

Our clients face similar fleet challenges across the passenger, commercial trucking and vocational industries. That said, every organization's management, workflow and technology needs are different, sometimes requiring tailored solutions that solve their most pressing business issues.

Like our customers, we recognize your respective field expertise and need for a mutually beneficial partnership that best fits your company's goals and abilities. Your success is our success.

## AUTHORIZED RESELLER



ALLIANCE  
PARTNER

### Alliance Partner

This partner desires a mutually-beneficial lead share program and delivers outstanding business results in all areas of fleet management and telematics, with proprietary and complementary value-added products and services to Zonar's suite of smart management fleet solutions.

#### High-level requirements:

- Existing customer base and active prospective pipeline with a need for an industry-leading telematics solution
- Zonar-integrated, complementary, and proprietary products and services
- Zonar sales, training, support, and billing assistance needed to ensure a full-service customer journey<sup>1</sup>
- Data integration capabilities



SOLUTIONS  
PARTNER

### Solutions Partner

This partner is interested in selling Zonar products direct to their prospective and existing customer base, and requires some level of Zonar-assisted sales, implementation, and support/training. Provides full-service billing and a subset of sales, training, and support capabilities for existing products.

#### High-level requirements:

- Existing customer base and active prospective pipeline with a need for an industry-leading telematics solution
- Some level of in-house staffing, resources, and operations
- Zonar sales, training or support assistance needed to ensure a Zonar full-service customer journey<sup>2</sup>
- Data integration capabilities



MASTER  
PARTNER

### Master Partner

This partner is looking to add Zonar to their portfolio of market-leading solutions and provides full-service resource and operations beginning with the sales process through deployment and support. Handles sales, training, billing, and support in-house for existing products.

#### High-level requirements:

- Full-service direct sales, training, billing, and support
- Deep product knowledge and industry expertise
- Solution-oriented, utilizing and engaging other Zonar partners to add functionality as customer needs evolve
- Central focus on long term customer success

<sup>1</sup>Zonar Bronze Service-level Package <sup>2</sup>Zonar Gold or Silver Service-level Package

## DEVELOPER PARTNER

Bring the power of your app, development, or integration skills to deepen Zonar's user experience and feature/function/capabilities set. Utilize our developer platform APIs and SDK to unlock innovation, extensibility, and customization.

#### High-level capabilities:

- Custom third-party integration with leading providers
- Business-focused solutions for fleets to increase productivity, safety, and optimization
- Innovative and industry-leading technology solutions



DEVELOPER  
PARTNER

## PARTNER LEVEL BENEFITS

	BENEFIT	ALLIANCE	SOLUTIONS	MASTER	DEV. NETWORK
ENABLEMENT	Zonar Partner Portal	✓	✓	✓	✓
	Sales Enablement	✓	✓	✓	
	Zonar University Certification Program*	✓	✓	✓	
	Partner Exclusive Events*	\$	\$	\$	\$
MARKETING	Program-level Logo	✓	✓	✓	✓
	zonarsystems.com Listing	✓	✓	✓	
	Product Collateral	✓	✓	✓	
	Branded Merchandise	\$	\$	\$	\$
	Partner Exclusive Marketing Campaigns	\$	\$	\$	\$
	Joint Lead-share	✓			✓
	Market Development Funds*	\$	\$	\$	
	User Group Participation and Sponsorship Options*	\$	\$	\$	\$
CHANNEL SUPPORT	Partner Portal Chat*	✓	✓	✓	✓
	Channel Manager	✓	✓	✓	
	Product Development Manager		✓		✓

SERVICES PROVIDED						
SERVICE LEVEL	PARTNER	ZONAR-ASSISTED	ALLIANCE	SOLUTIONS	MASTER	DEVELOPER NETWORK
Bronze		Billing, Sales, Support + Training	\$\$\$			—
Silver	Billing	Sales, Support + Training		\$\$		—
Gold	Billing + Sales	Support + Training		\$		—
Platinum	Billing, Sales, Support + Training				✓	—

\$ Incremental / additional cost    ✓ Included in partnership

\*Future partner benefit.

## BECOME A ZONAR PARTNER

Inquire today at [zonarsystems.com/partnerprogram](https://zonarsystems.com/partnerprogram)